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## **What's Your Startup Investor IQ?**

***InvestorIQ.org tests and builds startup investing knowledge for prospective investors and entrepreneurs through lessons culled by the Angel Capital Association, Angel Resource Institute and Kauffman Foundation***

Tweet this: How much do you really know about investing in startups? Test your investor IQ at [Quiz.InvestorIQ.org](http://Quiz.InvestorIQ.org). #investorIQ

**(KANSAS CITY, Mo.) Sept. 9, 2014** – Investors in entrepreneurs have a special in-the-trenches wisdom gained through years of experience. This investor experience is now available to entrepreneurs and prospective early-stage investors through [InvestorIQ.org](http://InvestorIQ.org), a free, online curriculum that provides knowledge essential to improving startup investment.

Investor IQ allows startup backers and founders to educate themselves on how investors decide whether to invest at all, where to invest, and how their money will be used and returned. A video series draws on the successes and failures of thousands of angel investors over the last 15 years, delving into five questions early-stage investors should ask themselves before they put money into an entrepreneurial venture.

“Financing startups is very risky business,” said Troy Knauss, angel investor and executive director of the Angel Resource Institute. “By providing knowledge about how successful investors operate, Investor IQ teaches best practices for potential investors and helps entrepreneurs understand what investors look for. Clarifying the approaches that have created winning ventures helps both groups prosper.”

Investors and startup company owners can find out how much they really know about investing by taking a 15-question quiz at [Quiz.InvestorIQ.org](http://Quiz.InvestorIQ.org). Based on exhaustive interviews and research into what makes some investments soar while others flounder, the quiz points out the realities of startup investing and rates the quiz-taker's investing smarts.

The Kauffman Foundation, Angel Resource Institute and Angel Capital Association jointly developed Investor IQ as a resource and starting point to additional information for those who want to learn more about the startup investor process. The Angel Resource Institute provides deep education, data and information on the angel investment process, and the Angel Capital Association connects investors to continued

professional development through the association and/or by connecting accredited investors to an angel group in their community.

Follow the conversation on Twitter at #investorIQ.

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#### **About the Angel Capital Association**

The Angel Capital Association is the world's leading professional and trade association focused on fueling the success of accredited angel investors in high-growth, early-stage ventures in North America. ACA is the voice of the angel industry, providing comprehensive services in support of members working in angel groups, through accredited platforms and individually. ACA provides professional development, public policy advocacy and significant resources to its membership of more than 12,000 accredited investors. Learn more at [www.angelcapitalassociation.org](http://www.angelcapitalassociation.org); @ACAAngelCapital

#### **About the Angel Resource Institute**

The Angel Resource Institute is an innovative nonprofit that focuses on delivering high-quality education on proven best practices in angel investing to both entrepreneurs and investors. Since 2007, ARI has delivered over 375 programs in 35 states and 16 other countries to thousands of attendees. ARI also delivers the most robust data trends in angel investing and produces [The Halo Report](#). To learn more, visit [www.angelresource.org](http://www.angelresource.org) or follow us on Twitter @angelresource.

#### **About the Kauffman Foundation**

The Ewing Marion Kauffman Foundation is a private, nonpartisan foundation that aims to foster economic independence by advancing educational achievement and entrepreneurial success. Founded by late entrepreneur and philanthropist Ewing Marion Kauffman, the Foundation is based in Kansas City, Mo., and has approximately \$2 billion in assets. For more information, visit [www.kauffman.org](http://www.kauffman.org), and follow the Foundation on [www.twitter.com/kauffmanfdn](http://www.twitter.com/kauffmanfdn) and [www.facebook.com/kauffmanfdn](http://www.facebook.com/kauffmanfdn).